Creating a web content strategy

Georgina Brooke
Web Project Manager and Content Creator, Ashmolean Museum
georgina.brooke@ashmus.ox.ac.uk

Agenda

1. Researching site needs: content auditing, internal interviews, external interview recruitment/incentivisation, surveys, personas, card sorting, navigation specification
2. Developing site content: creating a content strategy and editable page modules. Description of the content development process and sign off. Creating consistency between departments.
3. Workflow and governance, user testing, iteration, training and best practice
1. Researching site needs

1. Content auditing
2. Internal interviews
3. External interview
   a. recruitment/incentivisation
4. Surveys
5. Personas
6. card sorting
7. navigation specification

1.1 Content auditing

<table>
<thead>
<tr>
<th>ID</th>
<th>Page name</th>
<th>Page views</th>
<th>Time on page</th>
<th>Bounce rate</th>
<th>Exit rate</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Plan your Visit</td>
<td>66,411</td>
<td>00:01:00</td>
<td>52%</td>
<td>38%</td>
<td>quite high should improve</td>
</tr>
<tr>
<td>1.1</td>
<td>name an Opening Times</td>
<td>66,411</td>
<td>00:01:00</td>
<td>52%</td>
<td>38%</td>
<td>quite high should improve</td>
</tr>
<tr>
<td>1.2</td>
<td>Location &amp; Access</td>
<td>16,891</td>
<td>02:55</td>
<td>75%</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>1.3</td>
<td>Photography in the Ashmolean</td>
<td>3,000</td>
<td>01:02</td>
<td>54%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>1.4</td>
<td>Download the Plan</td>
<td>pdf</td>
<td>pdf</td>
<td>pdf</td>
<td>pdf</td>
<td></td>
</tr>
<tr>
<td>1.5</td>
<td>Family Fun</td>
<td>6,398</td>
<td>00:48</td>
<td>54%</td>
<td>21%</td>
<td>mostly return users, clear and defined audience thread see if there's a best practice at [url]</td>
</tr>
<tr>
<td>1.6</td>
<td>Family Tours</td>
<td>2,946</td>
<td>01:35</td>
<td>37%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>1.7</td>
<td>Ashmolean iPhone App</td>
<td>external</td>
<td>external</td>
<td>external</td>
<td>external</td>
<td></td>
</tr>
<tr>
<td>1.8</td>
<td>Ashmolean Interactive Collections</td>
<td>external</td>
<td>external</td>
<td>external</td>
<td>external</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>What's On</td>
<td>95,915</td>
<td>00:42</td>
<td>25%</td>
<td>22%</td>
<td>would be good to understand user journey more where people go from here, if it's a successful user journey?</td>
</tr>
<tr>
<td>2.1</td>
<td>Exhibition Tickets</td>
<td>external</td>
<td>external</td>
<td>external</td>
<td>external</td>
<td></td>
</tr>
<tr>
<td>2.2</td>
<td>Events</td>
<td>14,852</td>
<td>00:24</td>
<td>28%</td>
<td>17%</td>
<td>these pages seem to be optimising well and get a large amount of traffic, been in a meeting with event team soon to talk about their section of the site</td>
</tr>
<tr>
<td>2.3</td>
<td>What's On Tickets</td>
<td>2,523</td>
<td>01:26</td>
<td>78%</td>
<td>41%</td>
<td>SEO workshop needed</td>
</tr>
<tr>
<td>2.3.1</td>
<td>Visit the Ashmolean</td>
<td>4,042</td>
<td>01:67</td>
<td>74%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>
1.2 Internal interviews

What are different department’s objectives?
What is the overarching project objective? Does the department have an overarching digital strategy? If not, does it have a comms strategy?
How much senior management interest is there in the site?
Has anyone looked at the analytics ever?

1.3 external interviews

Who is your target audience? How much do you know about them? Do they use the site at the moment
Define 6 different user groups and scenarios in which they might come across your digital content
Does analytics demographic analysis give you anything useful?
Recruit interviewees around these audience segments (this takes time!)
As a [person or role]
I want to [perform an action or find something out]
So that [I can achieve my goal of...]
1.4 surveys

SurveyMonkey/google forms
Mix of qualitative / quantitative data (aument info from analytics)

1.5 personas
Claire, 40
Family Browser

"We are always seeking for interesting places where our family can learn and fun and education."

WHO IS SHE?
Claire is living in London with her family. She spends her time between her job and her family. To her, museums are a good way to engage with art and culture, and a good occasion for the entire family to spend some quality time together. She’s been to the Ashmolean twice before and saw a friend’s liking the museum page on Facebook.

RELATIONSHIP TO ASHMOLEAN
She’s been to the Ashmolean twice before. She got in touch again seeing a friend liking the museum page on Facebook.

MEDIA BEHAVIOUR
She is a mobile and laptop user, her husband has a smartphone and a tablet. Claire is quite active on Facebook, Instagram and LinkedIn and likes surfing the web.

USER EXPERIENCE
Create a journey of discovery for her, an experience visually rich that involves human context and links to other objects, learning resources etc.

TOP CONTENT/FEATURES
Content: Access info (opening times), family events (trails, workshops), 100 objects (units, provenance, map, human context) eat and drink...
Feature: Functional what’s on, single-search entry, easy/download pictures, related objects, interactive floor plan.
**PERSONAS**

**Henry, 62**
Core audience/Follower

"Being a member of the Ashmolean makes me feel like I am part of the family. Now that I have more time, I am thinking of getting even more involved, maybe volunteering?"

**WHO IS HE?**
Henry is a retired gardener living with his wife in Abingdon, Oxfordshire. He's a member of the Ashmolean. He likes to learn as much as relax in quality time, this includes frequent visits to Ashmolean's café.

**RELATIONSHIP TO ASHMOLEAN**
Since he is a member of the Ashmolean, Henry likes coming to the Ashmolean frequently to see the latest exhibitions and extend his knowledge on Archaeology. To him, the Ashmolean is a brilliant institute that covers all of his interests.

**MEDIA BEHAVIOUR**
Henry is not using any of the social networks, he only keeps up to date his emails. He owns a computer and tablet.

**USER EXPERIENCE**
Enable him to follow interesting narratives throughout objects and make clever connections between them (shop items, curator profile, suggestions).

**TOP CONTENT/FEATURES**
Content: Upcoming Exhibitions & Events, 100 highlights (multimedia pieces - podcasts, videos etc.), news/blog (any narrative content), eat a drink info - plat du jour.
Feature: Advance booking, Single search entry, related objects, function what’s on, save/download pictures, rooms booking, interactive floor plans, donations.

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**PERSONAS**

**Mary, 55**
Hobbyist

"I visit a lot of museums in my spare time, the Ashmolean is one of the only ones outside of London I regularly visit."

**WHO IS SHE?**
Mary from London is winding down from a demanding full time job as an Accountant, she has gone part time and in her spare time indulges her interest in museums and art history. She seeks out opportunities for continuing education and volunteering.

**RELATIONSHIP TO ASHMOLEAN**
She is a friend of the Ashmolean and considers it as a more manageable size than other London museums, but criticises the website as it is messy in her opinion.

**MEDIA BEHAVIOUR**
She has a smartphone and tablet and is familiar with apps. When it comes to social networks, she uses mainly Twitter and LinkedIn; however, she also has Instagram and Facebook but uses them less.

**USER EXPERIENCE**
Enable her to filter what’s on. Provide more info under adult education section and more user friendly online collections. Also clearer calls to actions to things like object identification service, print room and volunteering opportunities.

**TOP CONTENT/FEATURES**
Content: What’s on, eating pages, adult education opportunities, and volunteering opportunities
Feature: Calendar view of what’s on with filterable events, browseable digital collections
1.6 Card sorting

Open Card Sort: Participants are asked to organize topics from content within your website into groups that make sense to them and then name each group they created in a way that they feel accurately describes the content. Use an open card sort to learn how users group content and the terms or labels they give each category.

Closed Card Sort: Participants are asked to sort topics from content within your website into pre-defined categories. A closed card sort works best when you are working with a pre-defined set of categories, and you want to learn how users sort content items into each category.
1.7 Navigation specification

2. Developing site content

IA
  Header
  Navigation behaviour
  Footer
Content
  Digital Style Guide
  Content manual
  Digital Transformation
2.1 Header

Clean navigation (double header)
Sub navigation reorganisation of ‘collections’, ‘our research’ and ‘learn’

2.1.1 Navigation behaviour

https://codeandtheory.invisionapp.com/share/V38WO00EH#screens/195877017
Subject to change
Removes landing page
Works better on mobile
http://www.metmuseum.org/
http://www.harvardartmuseums.org/
2.2 Footer

Commercial ‘fat footer’
Key links bottom of page
Enewsletter sign up

3. Content

Digital Style guide
Content development
Digital transformation
3.1 Digital Style guide

https://glam.web.ox.ac.uk/node/93091

A means of documenting and standardising stylistic decisions made for content on the Ashmolean site. Intended to be a living document (online - everyone has same version) and updated in response to any new style queries I get.

Public Affairs OU style guide (for print)
GDS’s style guide where informed by research
The Nielsen Group’s eyetracking report How People Read on the Web
The Ashmolean vision and values document

3.1.1 Public Affairs Style guide

The University of Oxford Style Guide aims to provide a guide to writing and formatting documents written by staff on behalf of the University (or one of its constituent departments etc). It is part of the University’s branding toolkit (www.ox.ac.uk/branding_toolkit) which enables the University’s formal documentation to be presented consistently across all communications.

https://www.ox.ac.uk/public-affairs/style-guide
3.1.2 GDS style guide

A to Z

The Government Digital Service style guide covers style, spelling and grammar conventions for all content published on GOV.UK, arranged alphabetically.

https://www.gov.uk/guidance/style-guide/a-to-z-of-gov-uk-style

3.1.3 ‘How people read on the web’

‘We observed more than 300 people use hundreds of different websites (equalling 1.5 million fixations and recordings that comprise more than 300 GB of data). This 355-page report offers 83 recommendations for web writing and content layout, plus 102 detailed findings about how people read on the web, including scanning patterns revealed as we used eyetracking technology during usability tests.’


Jakob Nielsen report
3.1.4 Ashmolean vision and values

This document is a guide to the brand communication style for the Ashmolean Museum. It is an aid for everybody who works with the brand. Whether you are commissioning, designing or delivering brand materials, either as a member of staff or an external agency, you will find information about what the brand stands for, and how the creative elements fit together within our communications. There are also examples of various applications showing how to bring the brand to life.

3.2 Content development

Internal buy in and digital transformation
Leading with research - content heavy, senior and busy stakeholders
   Difficult to communicate messages (what does it mean to be a ‘university museum’)?
   New sections of content to be created (academic teaching pages)
3.2.1 Content manual and sign off - 3 documents

1. Content Manual
2. Jpeg image
3. Content design (editable modules)

3.2.1.2 Content manual

1. To outline the new navigation proposed for the Ashmolean site and where the Antiquities collections landing page should live within it.
2. To identify the purpose and intended audience for this page.
3. Using both of the above + Ashmolean Digital Style Guide to suggest text. V0.1 purpose is to encourage discussion and a re-examination of how best to present the [department] on the new Ashmolean site.
3.3 Digital Transformation

**Aim of group:** 9 x 1 hour sessions in different areas of digital to train up key people in departments to own digital content for after the project is completed.

**Format of group:** 1hr meetings, 30mins training, 30mins workshop, feedback, questions.

**Digital Knowledge Group schedule**
- **Dec:** Digital Style Guide and content planning, defining target audience and messaging, defining a consistent Ashmolean style and tone
- **Jan:** writing for web, how it’s different from print
- **Feb:** Search Engine Optimisation, things to consider before planning web content
- **Mar:** planning effective web content, how to use online to achieve your existing comms objectives
- **Apr:** Web analytics
- **May:** Social media, e-newsletters, digital marketing techniques, creating multimedia on a shoestring
- **Jun:** creative writing, blogs and long content online
- **Jul:** updating content, approval processes and workflow, keeping content fresh, accurate and a department priority

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**Workflow and governance**

Most important part of the process
Very culture dependent
Questions?